

Business Advisory Committee Special Meeting

Thursday February 26, 2015

8:00 am

Edgewater Room

City Hall at 420 Litho Street

Approved Minutes

1. Call to Order - 8:05am

Chair – Cheryl Popp (Chamber Rep.)

Christene Scarpino (Council Appointee)*

Paul Dines (BAC Appointee)*

Bruce Huff (BAC Appointee)

Tom Gangitano (Chamber Rep.)*

Martha Carvahlo (Council Appointee)

John Cox (BAC Appointee)

Chamber Appointee (Vacant)

Council Appointee (Vacant)

Jill Hoffman (City Council Liaison)

Ray Withy (City Council Liaison)

Lilly Schinsing (City Administrative Analyst)

Public – 2 citizens present

***Member Absent**

2. Approval of Minutes

All in favor.

3. Public Comment on Items Not on Agenda

Adam Krivatsy (former BAC member) - reported that during City Council Meeting on Feb 24th, he commented that retaining an Urban Planning Design Team should be included in the budget for the Planning of the Ferry Arrival Terminal on the land side; he later received a response in writing that the City has plans to hire a Consulting Team.

4. Chair's Report

a. **Round Table Reports** - Martha Carvalho suggested putting together Guidelines to be used by Planning Design Team as a "Program" for the land side planning of the Ferry Arrival.

b. **Nominating** - Cheryl Popp: Chamber has made a recommendation for vacant seat: Aaron Singer, owner of Seaplane Adventures; voting to occur on our next meeting. Council Appointee seat is still vacant; Cheryl suggested Larry Mindel as a possibility and asked the Board for recommendations.

c. Presentation to City Council "State of Business In Sausalito" - March 17th

Presentation Strategy and Details discussed:

- 15 minutes presentation.

Approved Business Advisory Committee Minutes

2/26/15

Page 1 of 3

- 3 presenters: Bruce Huff, real estate & residential; Tom Gangitano, downtown retail; Jeff Scharosch, state of restaurants.
- Powerpoint format to be used to present the main bullet points.
- Purpose should be to use the Overview to make recommendations to Council and generate a Plan of Action: “Opportunities for Improvement.”

Observations and Actions:

- Report provided by Christene Scarpino: check on source of data used; discrepancies were noted on number of employees per business.
- Adam Krivatsy pointed out that occupancy rates in hotels would be important information to have; BAC should present a “strategy to hotels so that they’ll share their occupancy rates.”
- Bruce Huff suggested scheduling a formal meeting prior to March 17th to gather all data and put together the Presentation. A Special Meeting was scheduled for March 5th, 8:30-10:30am; Presenters need to be present, all other members are welcome to join.

5. Call to Order – Joint Meeting with the Hospitality Committee at 8:35am

6. Presentation to City Council “State of Business in Sausalito”– March 17, 2015

a. Recap of Main Points to be included in Presentation

b. Comments from discussion and Main Points of Recommendation:

- Buxton Study - should be recommended to Council if we feel strongly that this investment will generate more revenue to the Town.
- Adam Krivatsy pointed out that “Buxton Studies” will only show where the money is coming from and how much is being spent...”
- Jill Hoffman suggested pulling information from retailers and hotels - “whatever is in the Buxton Study that can be pulled from records that we already have.”
- Cheryl suggested that Charlie should provide a one page summary for the Presentation stating why it is important to have the Buxton Study.
- Ray Withy pointed out that for the Buxton Study to be effective, it would necessitate having one person taking action to implement the findings.
- Cheryl asked Chris Holbrook to describe his two stores’ demographics. According to Chris, his Caledonia store clientele is 90% local, and his Downtown store is 90% visitors.
- Chris Holbrook’s description of Visitors’ profile: April through August - families on vacation; late August, September, October -couples without kids. Spring/Summer visitors are from outside CA; Winter visitors are day visitors or overnight trips (weekend getaway). For out of country and out of state visitors, “Sausalito is a stop on their itinerary towards the Wine Country, Carmel, etc...”
- Hospitality would like to recommend “getting more from TOT to be used back into Community.” Ray Withy recommended “not just using TOT but the totality of the Income...”

Approved Business Advisory Committee Minutes

2/26/15

Page 2 of 3

- Cheryl asked Hospitality to look into what other cities do for funding for hospitality.
- Yoshi (owner of Sushi Ran), commented on recommending the Buxton Study: while seeing the value in the research study he questioned how to implement it. Yoshi's suggestion of main items to be considered for funding: manpower at Kiosks; work with Bike Coalition to organize bikes; funding to help mitigate the "immediate impact of visitors in Town." In his view, we should "be more proactive dealing with people that are already here, not work on bringing more people into Town."
- Oonagh Kavanagh pointed out that Kiosks' staffing is required to help organize bikes.
- Yoshi brought up the need to have public transportation improved in order to transport workers to Sausalito.
- Adam Krivatsy suggested the use of a "Survey of Visitors' Satisfaction" to help identify strengths and weaknesses.

Meeting was adjourned at 9:40am.

Approved on: May 21, 2015